



STETSON®

OUTFITTING AMERICA SINCE 1865 BEYOND THE HAT...

As it did in 1865, Stetson today embodies the resourceful, authentic, and diverse American spirit. Rich in history, the story of Stetson continues in step with the journey of America - ever evolving and timeless.



Stetson Cologne -
Top seller for men today



Stetson Eyewear



Stetson Belts



Stetson Cowboy Boots



Stetson Bourbon

MASCULINE / AUTHENTIC / DURABLE / QUALITY / TIMELESS



THE APPEAL:

Embodying the qualities of the modern man, Stetson Eyewear represents rugged masculinity, originality, independence, and genuine American values.

- Since 1982, Stetson has been a leading men's eyewear brand praised for its masculine, all-American styles.
- Unique focus on fit: unifit bridges, spring hinges, 180° Flex-Hinge temples, Zylo-Flex memory metal, silicone nose pads, XL sizes, and 5mm increase of temple length on larger eyesizes.
- The Stetson man is not one for new gimmicks or a lot of change. He prefers brands that he knows, trusts and has a reputation for dependability at a value price point.

STETSON®

SOCIAL MEDIA INFLUENCERS WHO BRING STETSON EYEWEAR TO LIFE
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